Big Blaze in Shopping District in Which Four Men Were Injured Casualties began to happen after the fire was in hand. Lieut Bechtuld was leading a squad of Company 11's men Although his will left \$500,000 to char-



with a stubborn blaze around at No. 2

West Twenty-first street. Three of hom had been sent to a mospital, and

all of them were wringing wet and dead

cut down crew proceeded to give a good

account of themselves.

The fire was making rapid headway.

The first floor was occupied by Demp-sey & Carroll, stationery dealers, and

their show rooms and stock rooms were

piled to the celling with Christmas

Before the firemen got the blaze under control it had burned out the interior

of the building to the third floor, and

Fine Salad Dressing by adding vinegat.
At Delicatessen & Grocery Stores.
10 CENTS. Spoon with each bottle.

Nevertheless the exhausted and

FIREMEN IN PERIL AS GAS EXPLODES IN BURNING STORE

Three Dragged Unconscious from there up to the roof everything inside had been ruined by smoke and water. The second floor was vacant, the third was occupied by the Woman's Falls and Cuts Head.

men-three firemen and -were taken to New York Hostal this morning from a fire which ed out the five-story building as No. 22 West Twenty-third street, with property loss of approximately \$100,and which threatened for a while to involve a number of buildings in the heart of the downtown shopping dis-

The patrolman on post saw the glare of the blaze through the sidewalk grating about 4 o'clock. Starting presumably from defective insulation, the fire had evidently been smouldering for ime in the sub-cellar.

An alarm brought the survivors of ngine Company No. H under Deputy Chief "Smoky" Joe Martin, These me d just finished a hard all-night fight

down the back basement stairs when a six-inch gas main exploded. All the men except Bechtold dropped stunned, flescuers gragged out three men except Bechtold dropped stunned.

Lunch Club, the fourth by a cornet DODGE 'ESTATE' WORTHLESS.

General's \$500,000 for Charity Has

Rescuers oragies out three men-charles Lang. Edward Minch and Ed. W. Jessup, counsel for Charles S. Dodge, win Hockle-all senseless and half dead son of the noted soldier and publisher. win Heckle—all senseless and half deal from Inbaling smoke. They were taken away by ambulance surgeons. None of them was fatally hurt.

Mr. Jessup asked Sarrogate Thomas to-day to construct the will, which provides that securities in the Cape Cod Canal company for an emergency crew to shut off the gas, as pipes were still bursting all through the lower part of the building. The man in charge of the building. The man in charge of the emergency wagon, Richart Sapley of No. 200 Willow avenue, Hoboken, fell on a patch of ice and coll his scalp open. He was sent to the hospital also.

SCOTT'S EMULSION



is the best source of body-warmth. It's the match that starts the regular fuel

Just a little improves the appetite; a little more warms, builds up and strengthens the whole body.

Thousands and thousands of little babies, boys and girls, men and women, are taking it to keep out the cold, to keep up the bodywarmth and to keep the doors closed against Grippe, Pneumonia, Rheumatism and Consumption.

It contains no alcohol, no drug or other harmful ingredient; it is known the world over by the mark of quality-The Fisherman.

ALL DRUGGISTS SELL

SCOTT'S EMULSION

Constable & Ca

For Misses and Small Women

DRESSES of Crope de Chine, Messaline and Chiffon. 27.50 Suitable for day or evening wear, 12 50 CHILDREN'S CHINCHILLA COATS-Special quality,

FOR HOLIDAY GIFTS

SELECT ASSORTMENTS OF REAL LACE AND LINEN HANDKERCHIEFS, REAL LACE NECKWEAR. GLOVES, UMBRELLAS, SILK HOSIERY, TABLE LINENS, IMPORTED LEATHER NOVELTIES, FINE FUR COATS, MUFFS AND NECK PIECES, MEN'S FURNISHINGS.

ORIENTAL RUGS

Broadway & 19th Street.

SALE EXTRA TO-MORROW

Women's and Misses' **Beautiful Coats**



SALE EXTRA TO-MORROW

Misses' and Women's **Stunning Suits**



The great variety of styles is second to none, and the prices

for equally beautiful garments have never been anywhere like as low. Everything in the latest models from the finely tail-

ored plain, mannish coat of richest black cloth to those beauti-

ful mixtures and fancy cloth effects.

Great & Mighty Clearance Sale 3.000

Girls' Coats (Sizes, 6 to 12 Years) 9.50





Suits that are made by the experts of the trade—designed and tailored by masters of their art-and we show it in every detail, as it should be. The chic and cleverness is apparent at a glance—and notwithstanding that they are suits of the highest class, the prices are inimitably "JACKSON'S."

Lambert Customers Strong Proof of Confidence

bought and the one you wish to buy.

ed in 14-karat gold, \$25.00,

Dazzlingly brilliant diamond

fine quality, securely set in hand-made mounting; direct importa-tion makes the price but \$75.00.

Beautiful diamond of incompara-

le brilliancy; artistic mounting of

18-karat gold; light but strong; space for initials inside; \$100.00.

The Lambert

Christmas

Bulletin

Solid Gold Jewelry. Watch Chains for men \$7.00 up

Watch Chains for ladies ... 9.00 up

Handy Pins, a pair..... 1.00 up

Festoons 12.00 up

La Vallieres 2.75 up

Hatpins 1.50 up

Lockets..... 3.00 up

Neck-Chains..... 2.25 up

Scarf Pins..... 1.00 up

Chain Fobs 9.50 up

Ribbon Fobs..... 4.00 up

Brooches..... 1.75 up

Sleeve Links, a pair..... 1.50 up

Good Luck Tokens...... 1.25 up

Bead Necklaces 6.75 up

Diamond Jewelry.

La Vallieres 11.25 up

Hatpins 11.75 up

Fobs..... 10.00 up

Watch Chains 16.50 up

Medallions..... 125.00 up

Horseshoes...... 25.00 up

Cigar Cutters 12.75 up

Rings.

Seamless Wedding \$3.30 up Solitaire Diamond 10.00 up

Diamond Twin and Hoop . . 25.00 up

Diamond Cluster 25.00 up

Diamond Rings for men. . 10.00 up Diamond Fancy for men... 27.50 up Solid Gold Signet..... 2.50 up Solid Gold Snake..... 4.50 up

Ladies' Semi-Precious 3.00 up Ladies' Fancy Cluster 3.50 up

Watches.

Ladies' Solid Gold \$7.50 up

Ladies' Gold Filled 10.00 up

Ladies' Sterling Silver.... 3.50 up Men's Solid Gold...... 25.00 up

Men's Gold Filled 10.00 up

Sterling Silver. Sterling Toilet Articles \$1.00 up

Sterling Toilet Sets 12.40 up

Sterling Manicure Sets.... 5.35 up

Sterling Mesh Purses 4.80 up

Sterling Mesh Bags...... 16.75 up

Sterling Purses 9.45 up
Sterling Match Boxes 1.35 up
Sterling Novelties 1.00 up
Sterling Belt Buckles 2.45 up

Sterling Wreaths 3.50 up

4.50 up

Bracelets.....

Festoons

The Christmas-present-buying crowds seen | reputation a strong protector against misrepredaily at Lamberts prove confidence. They would not come to us year after year, as the third generation of them is doing, for all their diamond and gold jewelry, gold and silver watches and silverware unless they believed:

That we practically know jewelry as it can be known only by men who have worked at the bench. Believing this, our ever-widening

circle of customers relies on our judgment. That our low prices are genuine and our call for it and pay at your convenience.

\$18.00

Finely made and high-

Waltham, Elgin or Lam-

bert works; very

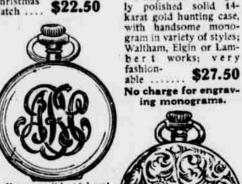
polished solid 14-

Christmas Watches for Ladies Faith in Our Diamonds These four watches for ladies give an idea of the variety of the Lambert stock. But they have in common with each other a guaranlieve in the future of every diamond we sell we teed quality so well known that whoever make this offer: To whomsoever buys one wears a watch from Lamberts most heartily of the solitaires illustrated below, and wishes recommends us to her friends. Thus the sales within a year to exchange the diamond for a of our watches increase by reason of WHAT larger one, we will allow the full purchase WE DO and WHAT OTHER PEOPLE SAY. price. You need pay only the difference be-A Lady's solid 14-karat | tween the full price of the diamond previously

Gold Watch; handsomely engraved hunting case; Hampden or Lambert movement; a good, re-

Hand engraved, solid 14-karat gold hunting ase; new lattice-work design, with a depend-able Hampden or Lambert movement. Very

popular Christmas \$22.50



Heavy solid 14-karat gold case; hand-carved scroll design c; unusual works; lasts for a

Lambert Christmas Brooches

No matter if she did get a solid gold brooch two Christmases ago, she would thank some-body heartily for one of the hundreds, all in new designs and made for everyday use in Diamonds are firmly set, but not a ray of

their brilliancy is hidden. Dainty Flower Brooch,



Pearl Paved Brooch with fine diamond centre, strongly made of solid 14-karat gold, with safety catch and ring for neck chain; a most attrac-tive holiday remembrance, \$35.00

brouch with pendant atof finest quality, securely mounted in the popular knife edge design; can be worn as a pendant; a gift fit for a s600.00



Medallion Ablaze with

Diamonds. Exquisitely fashioned medallion; thirty - three fine diamonds, mounted In platinum, with the largest seven lookely suspended for swinging ef-fect; chain is delicate strong..... \$265.00

Wedding-Ring Confidence

	14-karat 18-karat	84.40	Oar work
	22-karat		gan when we
	14-karat 18-karat	\$0.00	make solld
es Wanding Ph	22-karat ags so strong	and du	rable that men
who bought and hat everything of equal quality.	else in the L	ambert	store must be

ding rings than ours are made. Prices \$3.30 to

sentation. We will not have a disappointed customer if fair treatment, first-grade Diamond and Gold Jewelry, Watches, etc., sincerity and rock-bottom prices can prevent it. Only a few articles are illustrated here.

For Pictures and Descriptions of Thousands of Others See the Lambert Catalog, Edition of 1911. Sent Free to Any Address.

There is still room in our fast-filling vaults for your Christmas Jewelry. Choose it now;

Christmas Presents for Men

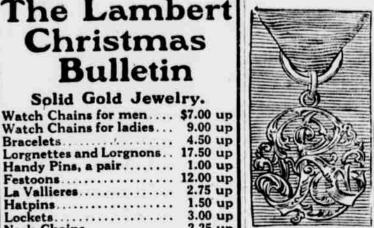


Watch, richly engraved solid 14karat gold hunting case, with antique pendant and large space for initials: Waltham, Elgin or Lambert A rich gift.

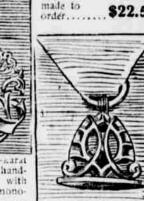
\$37.50 NO CHARGE FOR ENGRAVING MON-OGRAM. FOR PRICES OF OTHER WATCHES SEE CHRISTMAS BULLETIN IN THIS ADVERTISEMENT.

Gold Fobs in Prevailing Styles

A fit accompaniment for a Lambert Watch is a Lambert Solid Gold Fob. You will be Prices of other diamond solitaires, \$10 to pleased with those here pictured, as with any of their handsome companions in our show-Monogram fob; hand-

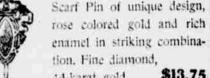


carved from a massive piece of solid 14-karat gold; rose finish or polished and mounted on finest slik ribbon. Any initials desired order \$22.50



ottom plain for mono graving free \$13.50

All orders for engraving Christmas gifts

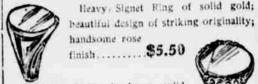


14-karat gold \$13.75 Solid Gold Scarf Pin, artistically hand carved and rose finished; diamona centre. Any man would appre-

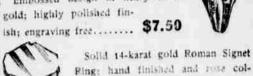
Rich, But Not Costly, Signets

A group of solid gold oignet Rings, massive, rich, novel in design. Any one of them would shed honor on a Christmas giver's taste. None of them is costly, quality considered. We engrave them free, asking only that

the order be placed as early as possible. Heavy Signet Ring of solid gold;



Embossed design in heavy solid





Ring: hand finished and rose colored; heavy and durable ... \$10.75

Female figure, hand-carved, havy 14-karat gold; beautifully finished in rose gold; monograms free; an exceptional ring \$18.60

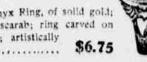


Massive Signet Ring of solid 14karat gold; artistic scroll, carved and plerced on sides; rich rose finish.... \$20.00

Man's Sardonyx Ring, of solid gold; fine Egyptian scarab; ring carved on



top and sides; artistically





Ask for a Copy of Our

Catalog.

Third Ave., Cor. 58th Street

Store Open Saturday Night Until 10, and Every Night Until Christmas